

Rep Order# 8891134 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 11/01/2012 5:23 PM
Last Received: 11/01/2012 3:46 PM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () HECK, JOE
Product HECK/CONGRESS/REP
Estimate# 3178
Buyer WHITNEYEVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3178
Flight Dates 10/25/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR HECK. PLEASE CONFIRM.
TANKS
STEFAN/MIKE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | W | 500A-600A | | :30 | \$790.00 | 10/31-10/31 | 1 | 1 | 1 | \$790.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | W | 600A-700A | | :30 | \$965.00 | 10/31-10/31 | 1 | 1 | 1 | \$965.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | W | 700A-900A | | :30 | \$700.00 | 10/31-10/31 | 1 | 1 | 1 | \$700.00 | |
| | | | | Buyline Comment: EARLY SHOW | | | | | | | | |
| | 4 | W | 1000A-1100A | | :30 | \$1,575.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,575.00 | |
| | | | | Buyline Comment: PRICE | | | | | | | | |
| | 5 | W | 1200P-1230P | | :30 | \$275.00 | 10/31-10/31 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 6 | W | 430P-500P | | :30 | \$1,575.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,575.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 7 | W | 500P-630P | | :30 | \$1,750.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,750.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 8 | W | 700P-730P | | :30 | \$1,225.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,225.00 | |
| | | | | Buyline Comment: ET | | | | | | | | |
| | 9 | W | 730P-800P | | :30 | \$1,225.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,225.00 | |
| | | | | Buyline Comment: INSIDER | | | | | | | | |
| | 10 | W | 1100P-1135P | | :30 | \$2,100.00 | 10/31-10/31 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 11 | W | 1135P-1237A | | :30 | \$965.00 | 10/31-10/31 | 1 | 1 | 1 | \$965.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 12 | TH-F,M | 700P-800P | | :60 | \$2,450.00 | 11/01-11/05 | 1 | 1 | 1 | \$2,450.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |
| | 13 | TH-F,M | 1100P-1135P | | :60 | \$1,200.00 | 11/01-11/05 | 2 | 1 | 2 | \$2,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 14 | TH-F,M | 430P-500P | | :60 | \$3,150.00 | 11/01-11/05 | 2 | 1 | 2 | \$6,300.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 15 | TH-F,M | 500P-630P | | :60 | \$1,000.00 | 11/01-11/05 | 2 | 1 | 2 | \$2,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 16 | TH-F,M | 500A-600A | | :60 | \$450.00 | 11/01-11/05 | 2 | 1 | 2 | \$900.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 17 | TH-F,M | 600A-700A | | :60 | \$550.00 | 11/01-11/05 | 2 | 1 | 2 | \$1,100.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 18 | TH-F,M | 1200P-1230P | | :60 | \$2,280.00 | 11/01-11/05 | 2 | 1 | 2 | \$4,560.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 19 | TH-F,M | 700A-900A | | :60 | \$400.00 | 11/01-11/05 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: EARLY SHOW | | | | | | | | |
| | 20 | TH-F,M | 137A-237A | | :60 | \$60.00 | 11/01-11/05 | 1 | 1 | 1 | \$60.00 | |
| | | | | Buyline Comment: E PLAY | | | | | | | | |
| | 21 | TH-F,M | 1135P-1237A | | :60 | \$550.00 | 11/01-11/05 | 1 | 1 | 1 | \$550.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 22 | SA | 500P-700P | | :60 | \$450.00 | 11/03-11/03 | 1 | 1 | 1 | \$450.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 23 | SA | 1135P-1235A | | :60 | \$190.00 | 11/03-11/03 | 1 | 1 | 1 | \$190.00 | |
| | | | | Buyline Comment: P PRACTICE | | | | | | | | |
| | 24 | SA | 1135P-1235A | | :60 | \$120.00 | 11/03-11/03 | 1 | 1 | 1 | \$120.00 | |
| | | | | Buyline Comment: P PRACTICE | | | | | | | | |
| | 25 | SA | 1235A-135A | | :60 | \$100.00 | 11/03-11/03 | 1 | 1 | 1 | \$100.00 | |
| | | | | Buyline Comment: DA VINCI | | | | | | | | |
| | 26 | SU | 600A-630A | | :60 | \$300.00 | 11/04-11/04 | 1 | 1 | 1 | \$300.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 27 | SU | 1000A-415P | | :60 | \$4,400.00 | 11/04-11/04 | 1 | 1 | 1 | \$4,400.00 | |
| | | | | Buyline Comment: NFL | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 28 | SU | 1100P-1135P | | :60 | \$800.00 | 11/04-11/04 | 1 | 1 | 1 | \$800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

—REPORT TOTALS—

Report Totals: 35 / \$40,625.00

—SALES MONTHLY TOTALS—

Nov 12: 35 / \$40,625.00

Sales Totals: 35 / \$40,625.00

Station Totals: 35 / \$40,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$135,417 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books FEB11
Demos RA35+